

Commercialization at the Three Regent Universities

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30,000 Foot View

- Bring the regent universities together
- Create common resources & tools, and share portfolios
- Engage private sector

Iowa universities become world-class effective in commercialization and in commercial impact



Commercialization Resources Organization (CRO)

Reporting Authority:

Board of Regents

Mission:

- Single, unified agent of the three regent universities
- Significantly increase efficiency and effectiveness of lowa university-based commercialization
- Increase the overall value and impact of commercial opportunities created

Composition

 Commercialization specialists from the universities & the private sector



The Dynamics

- University inventions & discoveries are usually too early for private investment
- Private investors are increasingly backing away from "early" stage
- Government funding (e.g. SBIR) is a good option.... but increasingly oriented toward more fully developed business concept

Few options exist for commercializing early stage inventions & discoveries



The "Gap"

The "Gap" spans the crucial time period and support needed for an invention or discovery with commercial potential to become attractive to private investors

Universities around the country are stepping up to fill this gap



Functions of the CRO

- Create comprehensive strategy-
 - integrated across the three regent universities
- Implement and manage the strategy-
 - leveraging strengths of each and sharing resources, methods, & portfolios
- Interface
 - with public & private sector to develop increasingly effective solutions



Specific Approaches & Allocation of Resources

5% NETWORK

 create a formal network of entrepreneurs & experts to support early stage commercialization

10% "PIPELINE"

 develop a "pipeline" approach which enables the full assessment and prioritization of the university portfolios spanning the colleges and disciplines

80% GAP FUNDING

provide crucial support to the most promising commercial opportunities

5% FOLLOW ON INVESTMENT

 create recurring venues or investor forums to show case the best investment opportunities to the investment community



Self-Sustaining & Self-Reinforcing

- Crucial methods, tools and new thinking
- Reinforced by private sector engagement
- On-going improvements in effectiveness and overall lowa impact